

Message Text

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PAGE 01 ISLAMA 07830 011352Z
ACTION NEA-10

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FM AMEMBASSY ISLAMABAD
TO SECSTATE WASHDC 3158

UNCLAS ISLAMABAD 7830

E.O. 11652: N/A
TAGS: EGEN, PK
SUBJ: TOURISM PROMOTION IN PAKISTAN

1. PLANS TO PROMOTE TOURISM IN SIND PROVINCE WERE ANNOUNCED JULY 26TH. PRINCIPAL MEASURES TO BE TAKEN INCLUDE PROTECTING BEACHES FROM THE EFFECTS OF POLLUTION, DEVELOPING THEM AND ZONING TO SET ASIDE LAND FOR TOURIST PROJECTS. ALMOST 10 MILLION RUPEES HAS BEEN SET ASIDE TO DEVELOP NATIONAL, REGIONAL AND URBAN PARKS. THE PLAN WILL BE IMPLEMENTED BY THE KARACHI DEVELOPMENT ASSOCIATION, KARACHI MUNICIPAL COUNCIL AND OTHER MUNICIPAL COMMITTEES. IN ADDITION 3 MILLION RUPEES HAS BEEN SET ASIDE TO STUDY HOW TO BEST PROMOTE RECREATIONAL AND CULTURAL TOURISM. RELIGIOUS TOURISM WILL BE ENCOURAGED BY DEVELOPMENT OF SHRINES.

2. TOURISM IS NOT A BIG INDUSTRY IN PAKISTAN, WHICH HAS A NET OUTFLOW ON TOURISM ACCOUNT, BUT REVENUES ARE INCREASING RAPIDLY. PAKISTAN'S FEWER THAN 200,000 TOURISTS GENERATED REVENUE OF DOLS.40.6 MILLION IN 1976, BUT THIS WAS UP 133 PERCENT FROM 1973. THE PROPORTION OF THE TOTAL DEVELOPMENT BUDGET DEVOTED TO TOURISM IN THE FIFTH PLAN IS VERY SMALL, UNDER .5 PERCENT, BUT TOURISM DEVELOPMENT HAS RECEIVED MAJOR COVERAGE, ESPECIALLY IN THE KARACHI PAPERS, DURING THE PAST YEAR. THE FIFTH PLAN FORESEES A RATIO OF APPROXIMATELY 3:1 BETWEEN PRIVATE AND PUBLIC INVESTMENT

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PAGE 02 ISLAMA 07830 011352Z

IN TOURISM AND THE GOP IS WAGING A CAMPAIGN IN NEWSPAPERS AND MAGAZINES TO ENCOURAGE PRIVATE INVESTORS TO BUILD HOTELS, RESTAURANTS, NIGHT CLUBS AND RECREATION FACILITIES. THE GOP HOPES TO EARN DOLS.63 MILLION IN FOREIGN EXCHANGE FROM THE TOURISM INDUSTRY BY 1980.
HUMMEL

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Message Attributes

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Copy: SINGLE
Sent Date: 01-Aug-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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